What is claimed is:

1. A method of data driven web page creation comprising the following steps:

presenting a first screen for receiving attribute category information; presenting a second screen for receiving attribute group information; presenting a third screen for receiving attribute information;

presenting a fourth screen for receiving attribute to attribute group association information and

creating a web page using the attribute category, attribute group, attribute, and attribute to attribute group association information.

- 2. The method as claimed in claim 1 wherein the first screen further receives a column specification.
- 3. The method as claimed in claim 2 wherein the column specification includes the number of columns and column orientation.
- 4. The method as claimed in claim 1 wherein the attribute category information includes category ID, category name, column number, and table orientation information.
- 5. The method as claimed in claim 1 wherein the attribute group information includes category ID, group ID, group order, and group name information.
- 6. The method as claimed in claim 1 wherein the attribute information includes attribute ID, attribute type, and attribute name information.
- 7. The method as claimed in claim 1 wherein the attribute to attribute group association information includes group, attribute, attribute order, and default value information.

8. A computer system for data driven web page creation comprising:

a processor for receiving and transmitting data; and

a memory coupled to the processor, the memory having stored therein sequences of instructions which, when executed by the processor, cause the processor to present a first screen for receiving attribute category information, present a second screen for receiving attribute group information, present a third screen for receiving attribute information, present a fourth screen for receiving attribute to attribute group association information, and create a web page using the attribute category, attribute group, attribute, and attribute to attribute group association information.

- 9. The computer system as claimed in claim 8 wherein the attribute category information includes category ID, category name, column number, and table orientation information.
- 10. The computer system as claimed in claim 8 wherein the attribute group information includes category ID, group ID, group order, and group name information.
- 11. The computer system as claimed in claim 8 wherein the attribute information includes attribute ID, attribute type, and attribute name information.
- 12. The computer system as claimed in claim 8 wherein the attribute to attribute group association information includes group, attribute, attribute order, and default value information.